WE CLAIM:

1. A method comprising:

encoding a collectible article with a unique indicia;

selling the encoded article to a collector;

5   receiving an electronic communication when the collector presents the encoded article to an optical sensor;

serving to the collector a web page permitting the collector to register the article as belonging to that collector;

collecting registration data from the collector; and

10   storing the registration data.

2. A method of marking product packaging, comprising:

printing on the packaging using a first, visible ink;

printing over at least some of said first ink using a second ink, said second ink

15   fluorescing when exposed to ultraviolet light;

wherein said second ink is printed in a pattern encoding first digital data.

3. The method of claim 2 wherein the second ink is printed in a pattern encoding a digital watermark.

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4. The method of claim 2 wherein the first, visible, ink forms artwork having second digital data steganographically encoded therein.

5. The method of claim 3 in which the second digital data is different than the

25   first digital data.

6. The method of claim 2 in which the printing with the first ink includes depositing a flood of black ink.

30   7. A photolithography method of shaping an article, comprising exposing a photosensitive material on said article in accordance with a pattern, and thereafter

developing the exposed material and chemically removing portions therefrom in accordance with the pattern, wherein said pattern steganographically encodes plural bit digital data.

5   8. In a method of processing paper, an improvement comprising forming along only margins thereof a pattern, said pattern conveying a steganographic orientation signal.

           9. A method of verifying a credit card transaction, comprising:

10   sensing a credit card presented to an optical sensor device by a user, the sensor device yielding card image data;

           decoding a digital watermark from the card image data to aid in confirming physical possession of said card by the user;

           using the same optical sensor device to capture an image of the user's face; and

15   storing said facial image for fraud deterrence purposes.

           10. The method of claim 9 that includes providing an incentive to users as a reward for employing the method.

20   11. A method of software licensing, including:

           sensing a digital watermark from a talisman presented to an optical sensor device by a user, the sensor device yielding image data; and

           using data associated with the digital watermark in enabling the software for use on a user computer.

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           12. A method of processing a magnetic stripe used on a card substrate, comprising slightly changing localized magnetic signals thereon, said slight changes encoding digital data apart from digital data encoded on the magnetic stripe in a conventional fashion.

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13. A method comprising printing a pattern on a printed circuit board, the pattern encoding digital watermark data representing information useful in circuit board assembly or testing.

5   14. A roadside sign have both an overt, visible, message and a covert, steganographic message, formed thereon.

15. A method of checking a garment for authenticity, comprising decoding steganographically encoded data from a garment hang tag, and checking said data against 10   reference data.

16. An article having a feature therein encoding digital data, said feature becoming exposed only through use.

15   17. A method of rendering a video, comprising decoding a watermark encoded in the video, and using data conveyed by the watermark to enhance fidelity of the rendered video.